

9/12/95

1996 Virginia Slims Marketing Recommendation - Music

Introduction

The 1995 Virginia Slims Legends program introduced a music element to the Virginia Slims brand. We believed that music was the way to reach additional female consumers that were not being reached with tennis. Since the program tied music and tennis together, we needed to find legendary women to headline the concerts. This proved difficult as there are a limited number of female legends who are either available or affordable. Barbara Mandrell and Gladys Knight were chosen as the performers, but in the end did not draw the consumer demographic we were aiming for.

We believe music is still the way to reach our female consumers, but should be treated as a separate entity apart from the Virginia Slims Legends tennis program.

Country music has a large female audience with 57% of country music concert attendees and country music record buyers being women. Unlike years past, the climate is very good for female country artists. Never before have so many female artists been signed to major record labels, charted with so many singles and sold so many albums. Country music lyrics are now currently reflecting the "modern woman's" point of view and reflect the attitudes representing our Virginia Slims advertising. Most of the Virginia Slims 1996 key markets are strong country music markets. Therefore, we believe we can reach our Virginia Slims consumers through country music.

Objectives

- Awareness and extension of Virginia Slims image
- Broaden Virginia Slims appeal to women smokers, especially 21-29 years old
- Brand Visibility
- Name Generation

Strategies

- Title sponsorship of a country music tour featuring women who represent Virginia Slims' attitude and image
- Sponsorship would provide brand awareness and visibility through on-site signage, publicity, advertising (see attached brand requirements)
- Tour would go to 100 markets including 20 key Virginia Slims markets

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- Identify name generation opportunities

Tactics

- Create tour name that represents Virginia Slims brand
- Create publicity campaign to further awareness of Virginia Slims sponsorship
- Identify charity benefiting women in need
- Design retail promotion around tour
- Create national sweepstakes through key women's magazines offering tour related prizes
- Create direct mail campaign
- Generate names at venue
- Create bar night program to extend brand awareness and generate names

Recommendation

We recommend either sponsoring a tour that is already planned or packaging a tour with artists we select. In both cases, we need a female country music headliner who would fit the Virginia Slims brand image and appeal to Virginia Slims consumer demographics. Planning for 1996 country music tours started in July and will be finalized by October. If Virginia Slims wants to sponsor a tour for 1996, we need Management approval by September 18 to approach artists. Once we have had discussions with artists and their management, we will have a clearer indication of whether a tour sponsorship is viable for the brand.

Our 1995 budget for the music portion of the Legends program was \$3,000,000 to fully produce 6 concert events. Our 1996 music recommendation would enable us to sponsor a 100 city tour and increase our awareness and extend our brand image to an infinitely larger audience for the same \$3,000,000.

Budget: \$3,000,000

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